

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A method, comprising:  
    locally determining at a user device contextual information associated with remote information being accessed by a user;  
    locally determining at the user device advertising information based on (i) the determined contextual information, and (ii) supplemental information associated with the user; and  
    providing the determined advertising information from the user device to the user.
2. (Previously Presented) The method of claim 1, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.
3. (Previously Presented) The method of claim 1, wherein said providing is associated with:  
    providing the advertising information to the user device via a communication network;  
    and  
    providing the advertising information from the user device to the user when the user device is not communicating via the communication network.
4. (Previously Presented) The method of claim 1, wherein said providing comprises:  
    displaying a graphical advertisement to the user.

5. (Previously Presented) The method of claim 1, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

6. (Currently Amended) An apparatus, comprising:  
a processor; and  
a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

    locally determine contextual information associated with remote information being accessed by a user;

    locally determine advertising information based on (i) the determined contextual information, and (ii) supplemental information associated with the user;

    locally determine a dynamically adjusted screen display position, wherein the screen display comprises a two dimensional area having an x-axis and a y-axis and said dynamically adjusted screen display position is adjusted along at least one of the x or y axis; and

    provide the determined advertising information to the user at the dynamically adjusted screen display position.

7. (Previously Presented) The apparatus of claim 6, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

8. (Original) The apparatus of claim 6, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

9. (Previously Presented) The apparatus of claim 6, wherein said providing comprises displaying a graphical advertisement to the user at the dynamically adjusted screen display position.

10. (Previously Presented) The apparatus of claim 6, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

11. (Previously Presented) A medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

locally determining at a user device a search term associated with remote information being accessed by a user;

locally determining advertising information based on (i) the locally determined search term, and (ii) supplemental information associated with the user; and

providing the determined advertising information from the user device to the user.

12. (Previously Presented) The medium of claim 11, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

13. (Original) The medium of claim 11, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

14. (Previously Presented) The medium of claim 11, wherein said providing comprises displaying a graphical advertisement to the user.

15. (Canceled)